

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 25, 1997

**RJR Account #462720**

Mr. J. LaFlamme

N.H. TOBACCO

**SEPTEMBER WINSTON B2G2F LIGHTERS / PROMOTION #700649**

Dear Jeff:

WINSTON regular product has been ordered (see quantities listed below), as well as 90 skus of B2G2F Lighter Sleeves / Displays (Item #527552) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| <u>UPC Code</u> | <u>WINSTON</u><br><u>Brand Style</u> | <u>Case</u><br><u>Size</u> | <u>#/ Cases</u> |
|-----------------|--------------------------------------|----------------------------|-----------------|
| 12300-11112     | <i>Light</i>                         | 12M                        | <u>2</u>        |
| 12300-11012     | <i>Full Flavor</i>                   | 12M                        | <u>2</u>        |
| 12300-11212     | <i>Full Flavor Box</i>               | 12M                        | <u>2</u>        |

**PO #081197**

Product / Premium Arrival:

**August 11, 1997**

Ship Date to Retail:

**Week of: August 25, 1997**

SKU CUBE:

**1.7150**

SKU WT (w/o Product):

**6.6200 lbs**

Retail Sales Offer per Sku:

**20 units**

Billing per Sku:

**4 Full Price Cartons**

EFT \$ Amount:

**\$4,285.23**

Non-EFT \$ Amount:

**\$N/A**

51844 9350

-2-  
B2GFP  
N.H. TOBACCO

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free-lighters sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives two Winston 'No Bull' Lighters free.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$168.00 (6 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: H. Battle

**Note to RJR Manager:**

**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

1638PRE.DOC

51844 9351

# Two free NO BULL Lighters.

- Special September offer: Buy two packs of new, no-additive Winston, get two free No Bull lighters
- Special packaging
- Attention-getting displays
- Proven traffic builder

No bull.

Get 2  
lighters

FREE with  
2-pack purchase

Win

No Additives  
New Winston  
True taste

NO  
BULL

51844 9352

WHOLESALE : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>  
 TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
 TEMPLATE SEQ : 0012  
 SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                | ADDRESS           | CITY           | ST | ZIP   | QTY | TAX | CHAIN-ID  | SUPPLIER | ACCT PHONE #  |
|--------|--------|--------|---------------------|-------------------|----------------|----|-------|-----|-----|-----------|----------|---------------|
| 112206 | 112220 | 565065 | 7-11 #16152(C)      | 61 HIGH ST        | HAMPTON        | NH | 03842 | 1   |     | 0001-0402 | 963918   | (603)926-0760 |
| 112206 | 112220 | 706549 | BOSWORTH'S MARKET   | 281 MAIN ST       | FREMONT        | NH | 03044 | 1   |     |           | 927178   | (603)895-4440 |
| 112206 | 112220 | 755974 | NEWMARKET GETTY     | 37 N MAIN ST      | NEWMARKET      | NH | 03857 | 1   |     |           |          | (603)659-3263 |
| 163802 | 163822 | 042747 | 7-11 #24229         | 88 BROAD ST       | NASHUA         | NH | 03060 | 1   |     | 0001-0402 | 904144   | (603)883-2887 |
| 163802 | 163822 | 693563 | LOUIE'S MARKET      | 49 LAKE ST        | NASHUA         | NH | 03060 | 2   |     |           | 925081   | (603)880-8183 |
| 163802 | 163822 | 697275 | BROOKSIDE MINI      | RT 101 WEST       | WILTON         | NH | 03086 | 1   |     |           | 925123   | (603)654-6733 |
| 163802 | 163822 | 700966 | SELLS BROAD ST MOBI | 96 BROAD ST       | NASHUA         | NH | 03060 | 3   |     |           | 904300   | (603)883-1451 |
| 163802 | 163822 | 703675 | SO MAIN VARIETY     | 590 S MAIN ST     | NASHUA         | NH | 03060 | 3   |     |           |          | (603)888-4401 |
| 163802 | 163822 | 743205 | EAT HERE & GET GAS  | 620 AMHERST ST    | NASHUA         | NH | 03063 | 1   |     |           | 927087   | (603)889-3372 |
| 163802 | 163822 | 754887 | 7-11 #19555         | 266 MAIN DUNSTABL | NASHUA         | NH | 03062 | 1   |     | 0001-0402 | 904151   | (603)889-2922 |
| 163802 | 163822 | 103082 | J-DONS STATELINE    | 1081 W HOLLIS ST  | NASHUA         | NH | 03062 | 3   |     |           | 902692   | (603)889-7878 |
| 163802 | 163822 | 103088 | DUGAS MARKET        | 283 BROAD ST      | NASHUA         | NH | 03063 | 1   |     |           | 901884   | (603)882-4418 |
| 163802 | 163822 | 104411 | LIZOTTE'S GROCERY   | MAIN STREET       | GREENVILLE     | NH | 03048 | 2   |     |           | 903062   | (603)878-2773 |
| 163802 | 163822 | 104445 | THE VILLAGE STORE   | RT 31             | LYNDEBOROUGH   | NH | 03082 | 2   |     |           |          | (603)654-9341 |
| 163802 | 163822 | 104599 | JEANNOTTES MARKET   | 2 COURTLAND ST    | NASHUA         | NH | 03060 | 1   |     |           | 902726   | (603)882-0161 |
| 163802 | 163822 | 104614 | BUDS VARIETY        | 3 NORTHEASTERN BL | NASHUA         | NH | 03062 | 2   |     |           | 922229   | (603)888-0239 |
| 163802 | 163822 | 259090 | CHURCHSIDE MARKET   | 56 W HOLLIS ST    | NASHUA         | NH | 03060 | 1   |     |           | 911891   | (603)889-4277 |
| 163802 | 163822 | 508107 | TEMPLE ST. SUPERETT | 59 TEMPLE ST      | NASHUA         | NH | 03060 | 1   |     |           | 904649   | (603)882-2841 |
| 163802 | 163822 | 565855 | R & M VARIETY       | 89 ALLDS ST       | NASHUA         | NH | 03060 | 1   |     |           | 909853   | (603)883-8989 |
| 163802 | 163822 | 590299 | RYAN'S VARIETY      | 409 NASHUA ST     | MILFORD        | NH | 03055 | 2   |     |           | 921155   | (603)673-3009 |
| 163802 | 163822 | 601076 | MOBIL MAIN STREET   | 267 MAIN ST       | NASHUA         | NH | 03060 | 1   |     |           |          | (603)595-8557 |
| 163802 | 163822 | 643569 | KOZY KORNER         | 147 LAKE ST       | NASHUA         | NH | 03060 | 2   |     |           | 902916   | (603)886-3860 |
| 163802 | 163822 | 643656 | 7-11 #24433         | 361 AMHERST ST    | NASHUA         | NH | 03063 | 1   |     | 0001-0402 | 906248   | (603)882-9831 |
| 163802 | 163822 | 647037 | JAC'S PLACE         | 72 1/2 W HOLLIS S | NASHUA         | NH | 03060 | 1   |     |           | 921304   | (603)881-7627 |
| 163802 | 163822 | 686968 | KIRKPATRICK'S CORNE | 125 CONCORD ST    | NASHUA         | NH | 03060 | 2   |     |           | 924894   | (603)880-8452 |
| 163802 | 163822 | 687555 | SHELL FOOD MART     | 301 MAIN ST       | NASHUA         | NH | 03060 | 3   |     |           | 908707   | (603)882-3962 |
| 163802 | 163822 | 693248 | C&J VARIETY         | 29 CHESTNUT ST    | NASHUA         | NH | 03060 | 1   |     |           | 925040   | (603)889-5170 |
| 163803 | 163821 | 327791 | MINUTE MART         | PO BOX 72         | TROY           | NH | 03465 | 1   |     |           | 916783   | (603)242-3830 |
| 163803 | 163821 | 487018 | TNT GAS CONV. INC.  | RT. 101           | PETERBOROUGH   | NH | 03458 | 2   |     |           |          | (603)924-1066 |
| 163805 | 163820 | 411226 | THE STORE & MORE    | 320 SANDOWN RD    | EAST HAMPSTEAD | NH | 03826 | 2   |     |           |          | (603)329-4939 |
| 163805 | 163820 | 650809 | U S GAS INC         | 362 N BROADWAY    | SALEM          | NH | 03079 | 5   |     |           | 923177   | (603)894-4111 |
| 163805 | 163823 | 661045 | HOWIE-GLYNN & SONS  | COBBETT POND RD   | WINDHAM        | NH | 03087 | 2   |     |           |          | (603)893-3681 |
| 163805 | 163820 | 682602 | COLBY CORNER MINI M | RT 121A & RT 111  | E HAMPSTEAD    | NH | 03826 | 1   |     |           |          | (603)382-2862 |
| 163805 | 163820 | 683130 | SALEM CONVENIENCE   | 401 MAIN ST       | SALEM          | NH | 03079 | 3   |     |           |          | (603)898-6488 |
| 163805 |        | 687557 | KEV'S COUNTRY STORE | 110 N MAIN ST     | SALEM          | NH | 03079 | 1   |     |           |          | (603)898-5436 |
| 163805 | 163823 | 701001 | 7-11 #30292         | 37 NASHUA ROAD    | LONDONDERRY    | NH | 03053 | 1   |     | 0001-0402 |          | (603)432-5098 |
| 163805 | 163823 | 705251 | EXIT 5 TRUCK        | 137 ROCKINGHAM RD | LONDONDERRY    | NH | 03053 | 2   |     |           | 925552   | (603)437-9929 |
| 163805 | 163820 | 724669 | TOWNE LINE VARIETY  | 1 GIGANTE DR      | HAMPSTEAD      | NH | 03841 | 1   |     |           | 926345   | (603)329-9300 |
| 163805 | 163820 | 733041 | C & M GETTY         | PELHAM GULF MART  | PELHAM         | NH | 03076 | 3   |     |           |          | (603)635-2828 |
| 163806 | 163826 | 501311 | ROBERTS MARKET INC. | 500 N MAIN ST     | FRANKLIN       | NH | 03235 | 1   |     |           | 917021   | (603)934-3370 |
| 163806 | 163826 | 522669 | L'ITALIENS MINI MAR | ROUTE 104         | NEW HAMPTON    | NH | 03256 | 1   |     |           |          | (603)744-6446 |
| 163806 | 163826 | 676718 | FRANKLIN FAST FOOD  | 499 CENTRAL ST    | FRANKLIN       | NH | 03235 | 1   |     |           | 926303   | (603)934-6717 |

5N55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 3  
DATE: 97-06-30  
TIME: 09:18 AMWHOLESALER : 462720 NEW HAMPSHIRE TOBACCO CORP. <DIRECT>  
TEMPLATE : 700649 70900 WIN SEP B2G LTRS  
TEMPLATE SEQ : 0012  
SALES LEVEL : 16XXXX

| TERR   | RETAIL | ACCT   | NAME                | ADDRESS           | CITY       | ST | ZIP   | QTY | TAX | CHAIN-ID  | SUPPLIER | ACCT PHONE #  |
|--------|--------|--------|---------------------|-------------------|------------|----|-------|-----|-----|-----------|----------|---------------|
| 163806 | 163826 | 676719 | FRANKLIN FAST FOOD  | NORTH MAIN ST     | FRANKLIN   | NH | 03235 | 2   |     |           | 926295   | (603)934-2602 |
| 163807 | 163823 | 103075 | PALMERS MARKET      | 76 LOWELL RD      | HUDSON     | NH | 03051 | 2   |     |           | 905799   | (603)889-7898 |
| 163807 | 163823 | 104246 | 7-11 #16153         | 619 D. W. HIGHWAY | MERRIMACK  | NH | 03054 | 1   |     | 0001-0402 |          | (603)424-2949 |
| 163807 | 163823 | 233425 | SAM & ANNA'S VAR    | 187 WEBSTER ST    | HUDSON     | NH | 03051 | 1   |     |           | 912261   | (603)889-3441 |
| 163807 | 163823 | 371559 | WEBSTERS FAMILY STO | 707 MILFORD ROAD  | MERRIMACK  | NH | 03054 | 1   |     |           | 915934   | (603)889-4885 |
| 163807 | 163824 | 536532 | SECOND STREET MOBIL | 760 S MAIN ST     | MANCHESTER | NH | 03102 | 1   |     |           |          | (603)623-8223 |
| 163807 | 163824 | 622539 | AMHERST MOBIL       | 75 NASHUA ROAD    | AMHERST    | NH | 03031 | 2   |     |           | 922252   | (603)673-3590 |
| 163807 | 163824 | 643590 | STEVE'S 101 MOBIL   | 137 AMHERST RD    | BEDFORD    | NH | 03110 | 1   |     |           |          | (603)472-2763 |
| 163807 | 163823 | 699056 | MERRIMACK VILLAGE V | 601 DANIEL WEBSTE | MERRIMACK  | NH | 03054 | 3   |     |           | 925412   | (603)424-5371 |
| 163807 | 163824 | 718909 | CIDER MILL COUNTRY  | 278 ROUTE 101     | AMHERST    | NH | 03031 | 1   |     |           |          | (603)673-8408 |
| 163807 | 163823 | 723710 | BON BON'S MOBIL     | 140 DW HWY        | MERRIMACK  | NH | 03054 | 3   |     |           | 915595   | (603)882-4555 |
| 163807 | 163823 | 748872 | ASHLEY'S MARKET     | 436 D.W. HWY      | MERRIMACK  | NH | 03054 | 1   |     |           |          | (603)424-3020 |
| 163807 | 163823 | 755993 | QUEEN CITY MOBIL    | 1050 S WILLOW ST  | MANCHESTER | NH | 03103 | 2   |     | 1449-0000 |          | (603)622-7122 |

PAGE BREAK TOTAL ACCOUNTS 55 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 55 TOTAL QUANTITY 90

51844 9354